

EC'd Yes Last Received: 09/05/2012 10:12 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () DSCC IE
Product D.S.C.C. IE
Estimate#
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 56,500
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
	2	M	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	3	TU-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
	4	M	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	5	SA	6A-7A	EARLY AM NEWS Buyline Comment: SAT EARLY AM NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	6	SA	7A-8A	AM NEWS Buyline Comment: SAT AM NEWS	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	7	SA	8A-10A	SATURDAY TODAY SHOW Buyline Comment: SATURDAY TODAY SHOW	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	8	SU	6A-7A	EARLY AM NEWS Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	

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	31	SU	7P-815P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	32	SU	815P-1130P		:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	33	M	11P-1135P		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	34	SA	11P-1130P		:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	35	SU	1130P-12A		:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	36	TU-F	1135P-1235A		:30	\$500.00	10/30-11/02	1	1	1	\$500.00	
			Buyline Comment: THE TONIGHT SHOW									
	37	M	1135P-1235A		:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
			Buyline Comment: THE TONIGHT SHOW									
	38	SA	1130P-1A		:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
			Buyline Comment: SATURDAY NIGHT LIVE									
	39	SA	330P-7P		:30	\$600.00	11/03-11/03	2	1	2	\$1,200.00	
			Buyline Comment: NOTRE DAME FOOTBALL									

---REPORT TOTALS---

Report Totals: 40 / \$56,500.00

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---SALES MONTHLY TOTALS---

Nov 12: 40 / \$56,500.00
Sales Totals: 40 / \$56,500.00
Station Totals: 40 / \$56,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,786	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE